

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Applicants:	Mark Haines, et al.	Docket No.:	40655.7600
Serial No.:	10/010,947	Group Art Unit:	3622
Filed:	November 6, 2001	Examiner:	Alvarez, Raquel
Title:	SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM	Confirmation No.:	5619

AMENDMENT AND REPLY

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

Dear Commissioner:

In reply to the Office Action mailed October 4, 2006 of which this Reply is filed with a one (1) month extension of time. Applicants respectfully request entry of the amendments set forth below and consideration of the remarks that follow.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.